CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International General Certificate of Secondary Educatio

MARK SCHEME for the October/November 2

0471 TRAVEL AND TOURISM

0471/11 Paper 1 (Core Paper), maximum raw mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

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1 (a) Describe <u>two</u> ways in which visitor attractions, such as t signs to help them deliver a good standard of customer c

Award one mark for the identification of each of two valid way an appropriate descriptive comment about each. Correct idea

- Provide site information (1) – so that visitors know what i
- Fire exit/routes (1) – H&S issue for both staff and visitors
- Prohibition signs (1) – maintain a pleasant and safe envir
- To welcome customers (1) – they know the rules and phil information to enable them to enjoy their visit (1)
- Maps/plans (1) – provide directions (1)
- Tactile signs (1) – information can be accessed by visually impaired customers

Credit all points in context.

(b) State <u>three</u> ways in which the visitor attraction shown in Fig. 1 is likely to earn revenue from its visitors [3]

Award one mark for the correct identification of each of three valid suggestions such as:

- Entrance fees
- Shop/souvenir purchases
- F&B sales in cafe
- Sale of guide books
- Guided tours
- Private hire of facility
- Holding events

Allow 'membership' fees and 'donations'

(c) Explain <u>three</u> ways in which visitor attractions can create impacts.

The focus of the question is on social cultural impacts within t attraction is located e.g. on the host community

Award one mark for the identification of each of three valid att cultural impacts and award a second mark for an appropriate each. Correct ideas:

- creation of a new community facility/public space (1) – se not have been developed (1)
- improvement/upgrade of infrastructure at the attraction (1) – community gets improved accessibility (1)
- boost the preservation and transmission of cultural and historical traditions (1) – exhibits and displays increase awareness (1)
- this encourages a renaissance of indigenous cultures, cultural arts and crafts (1) – goods sold as souvenirs etc. (1)
- Host cultural events (1) supports and encourages the preservation of cultural arts e.g. dance and craft

N.B. – responses must relate to the visitor attraction NOT the government (e.g. infrastructure)

N.B. – candidates can obtain full marks by carefully explaining 3 cultural traditions kept alive – **music**, **dance**, **costume**, **language** etc.

(d) Explain why all staff working at a visitor attraction will be expected to do the following: [6]

In each case award one mark for a valid statement about the **purpose** of the action and then award a second mark for an explanatory development or illustration relating to that purpose in action.

- *Wear an appropriate uniform*

To identify them as an employee (1) – corporate image (1), easy to recognise (1), for H&S (1) etc.

- *Attend meetings with a supervisor*

To have performance monitored (1) – feedback (1), training (1), receive instructions (1) etc.

- *Obtain First Aid training*

Improves customer care (1) – clear H&S issue (1), attend to guests in need (1) deal with the injury/emergency efficiently

(e) With reference to <u>one area</u> of outstanding natural beauty discuss the ways in which it has been developed for tour

This is very specific and generic comments not related to a p
to a **4Max limit!** We should expect to see comments about:

- Car parks and transport links
- Attraction viewing e.g. wildlife, scenery
- Activities
- Visitor controls
- Accommodation, catering facilities
- Visitor centres etc.

<u>Only award 'ways' that are appropriate to natural countryside areas</u>
Built attractions in urban locations receive <u>no</u> credit.

<u>Use level of response criteria</u>

Level 1 (1–2 marks) will **identify** up to two appropriate ways, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of ways, clearly indicating how the location is likely to have been made attractive to visitors

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular ways. The better answers will have a reasoned **conclusion**.

Example Vaudoise Alps and Villars-sur-Ollon

Villars-sur-Ollon is a traditional Swiss ski resort, set in the heart of the Vaudoise Alps some 60 km from Lausanne and Lake Leman in the Canton de Vaud. The area attracts winter skiers with over 100 km of pistes (L1) to try out within the wider Villars region with 45 ski lifts (L1) and 43 identified ski runs (L1). The ski runs cover valley slopes ranging between 1250 m and 2200 m and this variation in altitude will mean that some skiing is possible early and late in the season (L2), thus extending the resort's operational dates (L2). The resort has access to 44 km of cross country ski trails in addition to the downhill runs already mentioned. This choice of skiing widens the resort's potential appeal (L3). In summer it is the natural scenic appeal of the area which attracts visitors, particularly those who enjoy exploring mountain and lake countryside (L3).

2 (a) Identify the <u>three</u> destinations outside of the USA served

Award one mark for the correct identification of each of the fol
- Tokyo
- Brisbane
- Auckland

(b) Using Fig. 2 identify and explain <u>two</u> advantages to Hawa Boeing 767s with new Airbus A330s.

Award one mark for the identification of each of two advantages stated in Fig. 2 and then award a second mark for an appropriate explanatory comment about each. Fig. 2 **ONLY** contains:
- **More passengers** (1) – extra places = more revenue/profit (1)
- **More fuel efficient** (1) – more economical to run (1)
- **Longer operating range** (1) – can introduce new routes (1)

(c) Explain <u>three</u> advantages to passengers travelling with Hawaiian Airlines of visiting a travel agency to make their travel arrangements. [6]

This requires some careful thought and we should be wary of candidates just listing services provided rather than considering the advantages asked for in the question. Award one mark for the identification of each of three **advantages** (not a list of ancillary services!) and award a second mark for an explanation in context. Valid ideas include:
- Face to face (1) – can ask questions (1)
- Easily accessible locations (1) – can visit while shopping or at work (1)
- Offer ancillary services (1) – act as a one stop shop (1)
- Can take advantage of a special offer (1) – can save money (1)
- Offer customer protection (1) – payments are secure under bond (1)

Credit all valid reasoning.

(d) Explain <u>three</u> ways in which major international airlines passengers with disabilities.

This is quite specific and credit is NOT to be awarded for mor
Award one mark for the identification of each of three valid di
second mark for an appropriate explanatory comment. Correc

- Passenger own wheelchair kept until boarding (1) – stow
- Inflight Passenger Aisle Chair (IPAC) (1) – aircraft have a cabin during flight and flight attendants will assist to/from
- Canes and walkers are permitted as carryon items when devices must be stowed in the overhead storage compartment or under the seat when onboard the aircraft (1)
- Electric carts at airport locations (1) – used to transport passengers between concourses within the same terminal (1)
- Staff assistance (1) ensuring that the person is able to board the plane and on time. (1) Help them to stow luggage in overhead lockers (1)
- Ramps onto the aircraft (1) easier access onto and off the aircraft (1)
- Staff are trained in sign language (1) to aid communication with hearing impaired passengers
- Priority boarding (1) IPAC wheelchair access down the aisle before other passengers block the route (1)
- Wheelchairs are provided (1) aid disabled passengers to access the aircraft (1)

DO NOT award 'wheelchair' alone
Credit all valid disabilities e.g. hearing, sight

(e) Discuss the reasons why some international leisure trave flights when undertaking a long haul journey.

This is a common feature of many airlines such as with Emira and with Air France via CDG etc. The reasons include:

- convenience of regional departures
- cheaper cost
- better quality service with carrier
- choice of flights/connections
- stopovers
- ability to break the journey etc.

Use level of response criteria

Level 1 (1–2 marks) will **identify** up to two appropriate reasons, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of selected reasons, clearly indicating how the traveller is likely to benefit from using such flights

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular advantages. The better answers will have a reasoned **conclusion**.

Example
In the UK, some long-haul destinations, like the Seychelles, are served by a small number of direct flights that depart only from LHR or LGW. Other airlines such as Emirates or Air France will offer daily regional departures connecting via DXB and CDG respectively. This offers convenience (L1), often at a cheaper price (L1). Furthermore, these more established carriers offer higher standards of in-flight service (L2) and make regular travel offers available. Furthermore, passengers can take advantage of a stopover or at least make purchases in the transit destination (L2). This flexibility is attractive to some independent travellers or those who prefer not to travel for more than 6–8 hours without a break (L3).

3 (a) Identify from Fig. 3 the following: [4]

Award one mark for the correct identification of each of the following:

- %Californian = **69%**
- Country = **UK**
- Transport = **private vehicle/car**
- Reason = **sightseeing/taking a scenic drive**

(b) Identify from Fig. 3 three outdoor adventure activities popular amongst Yosemite visitors. [3]

Award one mark for the correct identification of each of the following:

- Hiking
- Climbing
- Canoeing

(c) Explain <u>three</u> ways in which adventure tourism activities environmental impacts.

The focus here is on how the activity causes a negative envir
mark for the identification of each of three negative impacts a
appropriate explanation of how this happens in relation to the
influenced by the type of activity and correct responses will in

- Footpath erosion (1) – over-concentration of hikers (1)
- Wildlife disruption (1) – hunting/spear fishing (1)
- Oil spills/leaks (1) – water and jet skis (1)
- Damaged coral (1) – diving (1)
- Litter/waste (1) – mountain slope camps (1)

Credit all valid impacts related to named adventure tourism activities.

(d) Explain <u>three</u> advantages to visitors interested in outdoor adventure activities of camping in a national park such as Yosemite. [6]

Credit is awarded for relevance to undertaking activities. Award one mark for the identification of each of three valid advantages and award a second mark for an appropriate explanatory comment or development. Correct ideas will include:

- Carrying of equipment (skis, ropes etc) is required (1) – car travel to camp site makes this easier (1)
- Flexibility of sites (1) – sites often adjacent to areas where activities take place (1)
- Camping cheap (1) – compared to hotels and B&B (1)
- Free to choose eating options (1) – meals can be taken as required – no set times (1)

Credit all valid reasoning in context and mark to the candidate's advantage.

(e) Discuss the different ways in which destinations can ma attractions.

There may be a mixed response to this and candidates may and attraction link. However, we are to accept all types of ani

- Zoos and safari parks
- Sea World and similar themed attractions
- Game parks and wildlife reserves
- 'Pets corner' in various rural attractions
- Turtle farms and similar breeding centres
- Glass bottomed boat trips

Use level of response criteria

Level 1 (1–2 marks) will **identify** up to two appropriate types (wildlife attraction) , providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of selected types, clearly indicating how each has a slightly different purpose

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular types. The better answers will have a reasoned **conclusion**.

Example
Animal attractions can be found in both urban and rural locations. Urban areas tend to have zoos with purpose built park attractions in suburban areas (L1). Areas of natural beauty such as national parks preserve wildlife (L1) and visitors come to explore. Wildlife parks such as African game parks attract safari visits (L2) and usually have guides. Coastal areas have boat trips to view reefs and glass bottom boat tours are used to cause minimal damage (L2). In most cases the wildlife is left undisturbed and most development of tourism is sustainable in such areas (L3).

4 (a) ***Using Fig. 4 complete the following table by naming each feature.*** **[3]**

Award one mark for each of three correct identifications as follows:
A = **Antarctica**
B = **North America**
C = **Indian Ocean**

(b) ***State the following:*** **[4]**

Award one mark for the correct identification of each of the following:

- Amazon climate = **Equatorial**
- July in Auckland = **low season**
- San Francisco time = **behind**
- Cairo = **East**

(c) Explain <u>three</u> factors that have allowed destinations in A and Singapore to attract 'Medical' tourists from Europe a

Note that this is about different TYPES of factor that allow ME niche market of international tourism. Award one mark for the valid factors and then award a second mark for an appropriat about each. Correct ideas explaining this trend include:

- Exchange rate $ (1) – value for money (1)
- Medical facilities (1) – quality of treatment (1)
- High GDP (1) – high standard of living allows ability to tra
- Tour operator packages (1) – matching supply with demand (1)

DO NOT credit advertising

Allow reference to things such as **waiting times** and **specialisation** in types of procedure. Credit all valid reasoning in context.

(d) The development of tourism in some Less Economically Developed Countries (LEDCs) is difficult because of poor infrastructure. Explain <u>three</u> negative economic impacts that are often experienced by LEDCs when they undertake large infrastructure developments, such as building airports and roads. [6]

Candidates need to think about a variety of negative economic impacts that are associated with larger scale schemes to develop the infrastructure. Award one mark for the identification of each of three negative impacts and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- Tourism development can cost the local government and local taxpayers a great deal of money (1) – taxes may go up or debt increased by borrowing (1)
- Public resources spent on subsidised infrastructure may reduce government investment in other critical areas (1) education and health provision reduced (1)
- Inflation (1) – related to debt/borrowing (1)
- Land values rise in development areas (1) – leads to regional imbalances (1)
- Leakage (1) – foreign skilled labour required and wages leave the country (1)
- Employment becomes polarised (1) – contracts may see labour rates held low (1)

Credit all valid reasoning in context.

(e) Discuss the ways in which business tourism has contrib destination with which you are familiar.

This is very specific and generic comments not related to a p to a **4Max limit!** We should expect to see comments about s

- Named facilities – both hotels and venues
- Named events
- Numbers of tourists
- Figures relating to spending
- Business tourism multiplier

Use level of response criteria

Level 1 (1–2 marks) will **identify** up to two appropriate features, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of selected features, clearly indicating how the destination is meeting business needs

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular features. The better answers will have a reasoned **conclusion**.

Example Business tourism in Dubai
Dubai is well established as the leading exhibition centre in the Middle East and it was recently voted the world's best conference venue (L1). The city combines the facilities and services of one of the world's major international business centres with all the attractions of a top destination. The city now hosts more than 60 major exhibitions annually (L1) as well as numerous conferences, seminars, in-house corporate meetings and the like. Dubai World Trade Centre (DWTC) holds the Middle East's largest convention venue with eight exhibition halls, multiple meeting rooms and two hotels attached to it (L2).
The venue is undergoing a massive expansion that will see more than 20 new towers being built as part of the Dubai World Trade Centre District development (L2). Hosting more than 100 world class-shows annually, DWTC currently welcomes over 1 million visitors and thousands of exhibitors from every corner of the globe to some of the most acclaimed sector specific trade fairs, blockbuster consumer events and prestigious international conferences in Dubai (L3).